

Making Social Media Posting AI-Resistant

An Irregular Report

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The Wizard's Workshop



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Reputation Interpretation Services

INTRODUCTION

This report is written with the assistance of Google's Gemini 2.0 free public version. It is intended to provide general information about the interaction of AI and social media and a basic strategy or "recipe" for making your social media posts AI-resistant.

Since the introduction of AI, there has been a proliferation of AI-generated messaging that is not fact-checked and in many cases is an intentional distortion of the original poster's message and is meant to cause harm.

This workbook offers a way to "encrypt" your social media posts using commonly available online tools. While there are more advanced encryption methods out there for the seriously paranoid, the "recipe" introduced in this workbook will be sufficient to get you started.

The strategy is simple and effective. As of this writing, we present a strategy for securely posting online in a format that AI simply cannot read or interpret. This might change in the future as AI bots continue to evolve, however, there are also advanced strategies that can add up to five layers of protection to your posts.

If you have a deeply controversial message to convey, or simply want to preserve the integrity of your professional reputation, you might consider also engaging the services of the "wizard" to coach or train you or your team.

THE PROBLEM WITH AI AND SOCIAL MEDIA

The intersection of AI and social media presents a complex web of challenges. Here's a breakdown of some key problems:

- Algorithm Bias:
 - AI algorithms are trained on data, and if that data reflects existing societal biases, the algorithms will perpetuate and even amplify those biases. This can lead to discriminatory outcomes, such as certain groups being unfairly targeted or excluded from content.
- Misinformation and Disinformation:
 - AI can be used to generate and spread convincing fake news, deepfakes, and other forms of misinformation at an alarming scale. This poses a significant threat to public discourse and can have serious real-world consequences.
 - AI powered bots can be used to amplify these messages, and create the illusion of widespread support.
- Privacy Concerns:
 - Social media platforms collect vast amounts of user data, and AI is used to analyze this data. This raises concerns about how this data is being used, who has access to it, and the potential for misuse.
- Lack of Human Touch:
 - While AI can automate many tasks, it lacks the emotional intelligence and empathy of humans. This can lead to impersonal and even harmful interactions, particularly in areas like customer service and content moderation.
- Content Moderation Challenges:

- While AI is used to help moderate content, it can struggle to accurately identify and remove harmful content like hate speech and violent extremism. This is due to the complexities of language and the ever-evolving nature of online abuse.
- Manipulation and Addiction:
 - AI-powered algorithms are designed to maximize user engagement, which can lead to addictive behaviors and the manipulation of user emotions.
 - The creation of filter bubbles, and echo chambers, that reinforce existing beliefs, and limit exposure to diverse viewpoints.
- Ethical Dilemmas:
 - The use of AI in social media raises numerous ethical questions, such as:
 - How do we balance freedom of speech with the need to protect users from harm?
 - Who is responsible when AI makes a mistake?
 - How do we ensure that AI is used in a way that aligns with societal values?
- Bot Activity:
 - Malicious AI bots can manipulate discussions, spread propaganda, and engage in fraudulent activities. Social media platforms struggle to effectively combat these bots.

It's crucial to recognize that AI in social media is a double-edged sword. While it offers many benefits, it also poses significant risks. Addressing these challenges will require ongoing collaboration between tech companies, policymakers, and researchers.

Google Gemini 2.0 <https://gemini.google.com/app/34864d5439bf2976> Feb. 28. 2025 11:19 am

THE “RECIPE”

1. **CONTENT**: Choose a location to “park” your content. (outside any paywall)
 - a. Content parked where a QR code can point to it (meaning, it must have a URL)
 - b. Not behind a paywall – not where someone needs to create their own account to see your content.
2. **ENCRYPT**: Sign up for a Bitly account (www.bitly.com) (It’s free!) and Construct your First QR code for posting
 - a. EXAMPLE (finished QR code)



3. **POST**: Post the finished QR code with minimal or no comment
 - a. HINT: Configure your Social Media Account as Anonymous or with an Avatar

NOTES: i) Facebook is now able to interpret QR Codes

ii) The Internet changes daily / Social Media Algorithms change frequently

WHAT IS BITLY?

Bitly is primarily known as a URL shortening service. Here's a breakdown of what that means and what else Bitly offers:

- URL Shortening:
 - It takes long, often cumbersome website addresses (URLs) and condenses them into shorter, more manageable links. This is especially useful for platforms with character limits, like social media.
- Link Management:
 - Beyond just shortening links, Bitly provides tools to manage those links. This includes:
 - Tracking link clicks: Users can see how many people click on their shortened links, providing valuable data.
 - Customization: Bitly offers options to customize links, sometimes even with branded domains.
 - QR code generation
- Purpose:
 - Bitly is widely used for:
 - Social media marketing
 - Email marketing.
 - Making links easier to share.
 - Tracking the effectiveness of online campaigns.

In essence, Bitly simplifies the sharing and tracking of online links.

WHAT SOCIAL MEDIA ACCOUNTS WORK THE BEST?

It's important to understand that "best" is very subjective when it comes to social media. What works best depends heavily on your goals, your target audience, and the type of content you want to share. However, I can give you an overview of some of the most popular platforms and their strengths:

Key Platforms and Their Strengths:

- Facebook:
 - Massive user base, making it suitable for reaching a wide audience.
 - Strong for community building through Facebook Groups.
 - Effective for targeted advertising.
 - Good for a variety of content formats (text, images, videos).
- YouTube:
 - Dominant video platform, excellent for visual storytelling and educational content.
 - Second-largest search engine, providing strong discoverability.
 - Ideal for building a loyal audience through video content.
- Instagram:
 - Highly visual platform, perfect for showcasing products, services, and lifestyle content.
 - Strong for brand building and influencer marketing.
 - Popular with younger demographics.
 - Reels are very popular, and help with reach.
- TikTok:

- Short-form video platform, known for its engaging and entertaining content.
- Rapidly growing user base, especially among younger audiences.
- Excellent for viral marketing and trend-driven content.
- LinkedIn:
 - Professional networking platform, ideal for B2B marketing, career development, and industry connections.
 - Strong for building credibility and thought leadership.
- X (formerly Twitter):
 - Real-time updates and news, suitable for quick communication and engaging in conversations.
 - Good for customer service and public relations.
- Pinterest:
 - Visual discovery platform, great for driving traffic to websites and showcasing products.
 - Very useful for people looking for inspiration, and ideas.

To determine which platforms are best for you, consider:

- Your target audience: Where do they spend their time online?
- Your content strategy: What type of content do you want to create?
- Your goals: What do you want to achieve with social media? (e.g., brand awareness, lead generation, sales)

By understanding these factors, you can choose the social media platforms that will be most effective for your needs.

THE RECIPE EXPLAINED

Where to park your content

In order for you to post anything to social media, you must either have a message or image or video already prepared to go, or you may create something on the fly. This recipe works best with written messages that are prepared in advance.

Your message can be anything. It can be a survey. It can be a report. It can be a love letter. It can be a petition, a piece of legislation, or anything you feel is important to share and want to keep the integrity of the message intact.

If you have a website, that is an obvious place to “park” your document. You can experiment with places to save your content, like your own website, Google Drive, Dropbox, or the Cloud. You will definitely want to test your QR code from different devices to make sure that it links to your content on every platform.

[ADVANCED TIP]

The Internet Archive (www.archive.org) is a good place to “park” your content. The Internet Archive is free to use. Anyone can search it, but you need an account to upload content. Since it is not behind a “paywall” it is easy for people to access your content here without first having to create their own account.

Creating a QR Code to “Encrypt” your message

It’s super-easy to sign up for a Bitly account. Just do it! They offer blogs and video tutorials for those who need more detailed instructions.

You will use Bitly to create your QR code. The QR code is a link to your content. It happens to be a link that AI cannot (as of today) interpret. If AI can’t see it, then it doesn’t exist (as far as the social media AI bot is

concerned.) that means your content will not be subject to distortion or manipulation by the AI bot. Yay!


Make sure your content is ready to go before you begin this step.

- Go to www.bitly.com and log into your account. Click on “QR Codes” and “Create code.”
- Drop the URL to your content into the “Destination” box. Give your QR code a title (for your use only,) and create a short link.


Destination Hit **ENTER** to quick create

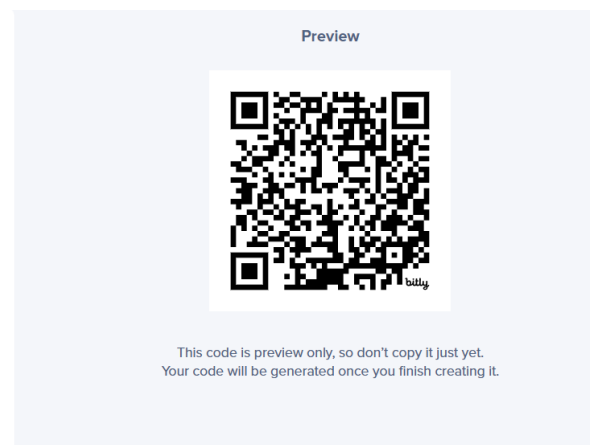
Title (optional)

Ways to share

Short link 5 left 

Create a link that directs users to the same destination as your QR Code

Domain  / Custom back-half (optional)



- Click on “Design your code” to complete the process.

[ADVANCED TIP]

While Bitly is free to start, you are very limited as to the number of QR codes you can create each month. A paid account lets you create more QR codes, keep better track of them, and expands the design options. A paid Bitly subscription also enables you to add content to your QR code in a way that AI can't see.

Posting your QR Code on Social Media

To set up your social media account, create a new account. Each platform is different. Follow the instructions for the platform you are choosing.

On X (formerly Twitter) for example, you can select your username under “Account Information.” Pick a user name that includes part of your legal name, but doesn’t fully reveal who you are. Also, in setting up your account, instead of using a photo or selfie, select an avatar to represent your image.

The point here is to not fully identify yourself so that the AI cannot trace your posts back to you individually and then intrude into the rest of your life.

Once you have your social media account configured the way you want it, simply create a headline for your post and upload your QR code to the post. Keep narrative around the QR code to a minimum.

[ADVANCED TIPS]

- The key to successful messaging on social media is reach. If you already belong to groups, make sure to post in all of the groups that are relevant.
- Use hashtags to identify your post’s main topic.
- Use the QR code linked to your message as a “reply” to other people’s posts.
- Be sure to follow the rule regarding mass posting on each of the platforms.

ADVANCED TRAINING

The Internet Archive

The Internet Archive is a non-profit digital library with the mission of "universal access to all knowledge." Here's a breakdown of what that means:

- Digital Library:
 - It collects and preserves digital versions of various materials, including websites, books, audio recordings, videos, and software.
 - It provides free access to these materials for researchers, historians, scholars, and the general public.
- Key Features:
 - Wayback Machine: This is perhaps the most well-known feature, allowing users to view archived versions of websites from different points in time.
 - Open Library: This initiative aims to create "one web page for every book ever published," providing access to digitized books.
 - It also archives audio recordings, video, and software.
- Non-Profit Organization:
 - The Internet Archive is a 501(c)(3) non-profit organization, meaning it relies on donations, grants, and other forms of support to operate.
- Mission:
 - Its core mission is to preserve digital cultural artifacts and ensure that knowledge remains accessible to everyone.

In essence, the Internet Archive is a vital resource for preserving and providing access to our digital history and cultural heritage.

Google Gemini 2.0 <https://gemini.google.com/app/3afaa7fab0834fc1> Feb. 28, 2025 11:9 am

A Note About Reading QR Codes

The ability to read and interpret a QR code is platform dependent. Apple iOS, for example, works differently than Google Chrome or Android on tablets and smart phones.

The easiest way to read a QR code is to scan it with your phone camera. There are also QR code readers available for download. Google Lens is another tool that is able to read and interpret QR Codes.

Again, as a reminder, the purpose of using a QR code as a post on social media is to avoid having the AI bot (or anyone else) mess with your content.

* * *

If your reputation is important to you, consider engaging with **Reputation Interpretation Services (RIS)** to develop further advanced strategies to make your messaging and identity AI-resistant.

Contact

Patrick at ib4g2009@gmail.com Technology Wizard

Barbara at bleuin@gmail.com Business & Finance

The Wizard's Workshop

A weekly newsletter brought to you by the Wizard himself, PM Thomas.

In the world of AI, insider technical knowledge is the winner's edge. It's not about what AI can do for you; it's about what nefarious players are doing with AI to ruin your life.

AI is being used to steal identities, tarnish reputations, fake-out millions of supporters and fans with fake phone calls, rob people of their savings and peace of mind.

The most recent election may have been won and lost using AI.

The Answer is Reputation Management. Be in the know of the latest developments in AI – no, you don't have to learn coding. But you do need to know what applications are being used behind the scenes to manipulate the news you see, the data you read, the polling results you count on, and even statistics that your decision-making relies on.

If you want to know “what's real,” subscribe to the Wizard's Workshop.

You will receive a weekly newsletter with the latest “AI-proof” applications, an analysis of real-time trends (the “Telltale Report”) and behind-the-application insights / secrets from the dark web.

PRICING: \$888.88 Annual Subscription.

That's 52 weeks of insight to keep your business from being subject to AI manipulation. For less than the price of a cup of coffee every day, you can protect yourself for a full year.



Subscribe today!

<https://bit.ly/MyRepVintage24>

About Reputation Interpretation Services

Reputation Interpretation Services, LLC (RIS) was founded by PM Thomas in response to the growing presence of AI on the political and social-media landscape.

The company's mission is to protect and preserve the authenticity of social enterprise messaging.

The founder, PM Thomas is a developer on multiple software platforms and has a long career in online marketing. Dr. Barbara Leuin, partner and CFO, has a background in economics and finance as well as communication and human potential. Together, they offer consulting and training for non-profits and social enterprises seeking to expand their messaging, enhance their fund-raising campaigns and broaden their online presence while preserving the integrity of their message.

Advanced Services

The marketplace is rapidly changing. AI conditions change daily. Social media platforms continually update their TOS. This is a dynamic opportunity. In addition to "AI-proofing" your message for maintaining your professional authenticity and integrity, we also offer two follow-ups:

- Test marketing your message in social media focus groups based on subject or content. 88-day duration, \$8,888.88
- Training your team: to create your own online marketing campaign focused on your cause or message. \$8,888.88 for up to 4 people (88-day duration)

Contact

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